### **Section IX.** Appendices

### E. Oregon Bicycle Helmet Campaign Community Planning Guide



### BICYCLE HELMET CAMPAIGN COMMUNITY PLANNING GUIDE



### **ACKNOWLEDGEMENTS**

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# Oregon's Bike Helmet Law

The law is effective July 1, 1994

A bicycle operator or rider under 16 years of age is required to wear protective headgear when riding on a highway or on premises open to the public.

The headgear (helmet) must have
ANSI or Snell certification, standards and specifications for safe
dards and specifications for safe
protective headgear to be adopted by the Transportation Safety
Section, Oregon Department of
Transportation.

Failure to wear protective headgear as required above is punishable by a maximum fine of \$25. The legal guardian will be issued the citation if the youth is 11 years of age or younger. For youths 12 to 16 years of age, the citation may be issued to the youth or to the legal guardian.

The fine may be waived for the first offense if the person proves that he/she has obtained the necessary helmet.

The goal of the Oregon Bicycle Helmet
Coalition is to prevent bicycle-related head
injuries in children and adults by involving local
communities. This planning guide is designed to
provide you with practical ways to develop a
bicycle helmet campaign, especially important
because of the new law. Communities can provide safe bicycle helmets at affordable prices
and offer the resources to motivate children
and adults to wear helmets every time they
ride bicycles.

Each year injuries result in a predictable pattern of death, disability and pain for Oregon's children. These tragedies are unnecessary and, fortunately, most can be prevented. This is particularly true for head injuries in children. Wearing a bicycle helmet has been proven to prevent up to 85 percent of bicycle-related head injuries in children.

We encourage you to participate in the Oregon Bicycle Helmet Campaign. The bicycle safety resources are listed in this guide to provide assistance or answer questions about the campaign. Only by working together can we prevent bicycle-related head injuries and take a giant step toward protecting our children. Please join us.

### Why Do It?

Each year, in the United States, bicycling injuries cause almost 1,000 deaths and over 580,000 hospital emergency room visits. Almost half of these bicyclerelated deaths involve children ages 14 and under. The most common cause of death and the leading cause of non-fatal injury from bicycling is head injury.

According to the Harborview Injury Prevention and Research Center, the use of bicycle helmets has been shown to reduce the risk of head injury by 85% and the risk of brain injury by 88%. Local and national helmet use rates range from 2% to 8%.

The following information is a summary of facts from "Injuries to Bicyclists: A National Perspective" published by Johns Hopkins Injury Prevention Center in 1993:

- ✓ Helmets are needed because head injuries in bicyclists are noted in:
  - 65,000 emergency room cases and 7,700 hospital admissions annually.
  - About 40% of bicyclists admitted to hospitals.
  - An estimated 70% to 80% of fatally injured bicyclists.
- ✓ Bicyclists hospitalized with head injuries are 20 times as likely to die as those without.
- ✓ Bicyclist injury rates per million trips are highest at ages 5-15.
- ✓ For children ages 4-15, every \$1 spent on bicycle helmets saves \$2 in medical care costs.

- ✓ Bicyclist death rates per thousand population are highest at ages 10-14.
- ✓ If 85% of all child cyclists wore helmets in one year, the lifetime medical cost savings would total \$109 million to \$142 million.
- ✓ Compared with females:
  - Males make 2.5 times as many bicycle trips.
  - Males are 2.4 times as likely to be killed, per trip.
  - Males have a death rate per 100,000 population that is six times as high.
- ✓ Motor vehicles are involved in 90-92% of bicyclist deaths and 12% of injuries.

Helmets purchased by bulk

## The Silverton Story

One good example of a successful "bulk buy" bicycle helmet program comes from Silverton, Oregon. Low-cost helmets (prices offset by fund raising) were offered for sale at a series of school assemblies. The project got 1,300 helmets into the community and provided school safety messages to 2,365 children, all in a city with a population of 6,000.

A number of factors contributed to Silverton's success:

### A RECOGNIZED SPONSOR

Silverton's Transportation Safety and Advisory Committee was the lead group. Being clearly associated with a credible group made other tasks easier. You could associate with a parent's organization, civic group or other easily identifiable community program.

#### **PLANNING**

Silverton's group planned ahead, making sure each activity was performed with as little trouble as possible.

#### COLLABORATION

The Silverton group worked with the automobile club, the Department of Transportation, Trauma Nurses Talk Tough, the school district and many others to bring together a program to reach kids and parents. Their plan helped each party see where they fit into the project.

#### **FUND RAISING**

Armed with a good plan and city support, the group went out into the community asking for additional funds to supplement a small grant they had received. Their first effort raised hundreds of dollars by merely speaking to groups, and asking for a commitment in writing. A second wave of fund raising succeeded because of a match challenge from the city council who offered to match every dollar up to \$1,500.

#### **EXCITEMENT**

The Silverton group generated excitement. It started with press releases about events. Teachers talked up bicycle skills fairs and the assembly where the helmets were viewed for the first time. Helmets offered at \$10.00 (compared to \$40.00 retail) heightened even the most frugal parent's interest. A huge bicycle skills fair, bicycle rides and a bicycle helmet parade topped off events.

#### APPEARANCE OF SUCCESS

In planning the project, the group assumed success. This served them well, because they gave the illusion of success before the first helmet was sold. By now you're asking, "How can I do all this?" The answer: First, identify your allies: clubs, groups and the resources in this guide.

Then, develop a plan tailored to your community and schools.
Include plans to assist nonEnglish-speaking, economically disadvantaged populations. Make sure you "assume success."

Generate funds and excitement.

Stage the event. Sell the helmets. Emphasize how cool helmets look and feel and are. Make them a good deal.

Reward children who have

helmets.



Community Bicycle Helmet Promotion

materials like printed flyers for parents and stickers for

children.

## **Building Your Program**

Want an effective community bicycle helmet promotion INCREASE PARENT **EDUCATE CHILDREN ABOUT AWARENESS** THE IMPORTANCE OF program? These activities will pro-WEARING BICYCLE HELMETS vide ideas to get you started with your plan: Put an article in a newsletter, send a flyer home. Schedule a bicycle INVOLVE YOUR COMMUNITY helmet/injury prevention Conduct a program on helassembly. (See using Bicycle mets at a PTA or PTO meet-Work with local police, fire Safety Resources, page 16.) ing, Open House, or Back-todepartments, and parks and Additional ideas would be to School Night. Invite speakers recreation departments that invite guest speakers from a from bicycle helmet/injury may already be interested in bicycle club, a bicycle racing prevention programs to parbicycle safety. association, or local law ticipate. enforcement. A local pedia-Find area health professionals trician, or a survivor of a bicy-Contact your local newspaper (pediatricians, family physicle crash would also be an with information about your cians, nurses, physical theraappropriate choice. project. A front page story pists and others) who can with a photo of kids wearing contribute their enthusiasm helmets would help influence and expertise. Contact parents. local cycling club members and bicycle shop managers ☐ Plan a bicycle skills course in who can offer bicycle safety which all bicyclists wear heland maintenance information mets; invite parents. as well as involvement. Plan a Bicycle Safety Day with Enlist the help of local sports a skills course and informapersonalities or other role tional sessions for all family models to whom the children members. will listen. Plan a bicycle safety event and helmet promotion at the Seek prizes from local busisame time as a school fair, nesses to offer as rewards to chicken barbecue, flea marstudents for wearing helmets. ket or other community event. Seek funds for helmet-related



Community Bicycle Helmet Promotion

# **Building Your Program**

Call the Oregon Student	Use school newsletters and local media. Print articles in the school newsletter, write letters to the editor of the local newspaper and develop special interest stories. Publicize the students' involvement because this provides good photo opportunities for the press.  MAKE IT EASY FOR FAMILIES TO GET HELMETS AT LOW COST  Compile a list of retail outlets, specialty bicycle shops, chain and department stores that carry helmets.  Conduct a fund-raising campaign to subsidize helmets for kids who cannot afford them.  Distribute discount coupons for helmets at a school event.  Plan a "bulk buy" purchase program. (See page 13)	LOOK FOR WAYS TO MEASURE YOUR PROGRESS  Do a count, before and after your program, of children riding to school wearing helmets.  Have one of the older classes do periodic surveys of helmet use and attitudes among the pupils.  ENFORCEMENT OF THE LAW  Publicize the Oregon Bicycle Helmet Law in your school.  Work with local police to enforce the law.  Contact your municipal judge or juvenile courts. Encourage them to follow through by supporting law enforcement efforts.
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Sources of Information: The California Bicycle Helmet Campaign. The Harborview Injury Prevention and Research Center.



## **Planning Worksheet**

DATE	DURATION	ACTION	NARRATIVE
		Step 1: Find your allies. Enlist the support of the school parent/teacher orga- nizations (PTAs, PTOs) and community service organi- zations.	The support of each school's PTA or PTO is often necessary before proceeding with a program. Plan to call the Board President with information and/or present the program at a monthly meeting.
		Step 2: Choose a leader or coordinator.	This person would be responsible for coordinating program events, recruiting volunteers, answering questions, planning the helmet campaign, supervising Helmet Distribution Day.
		Step 3: Set a program goal.	It is important to have a goal for your helmet program. This not only gives you a target to shoot for, but is also a way to measure your success. A typical goal may be to double the number of students wearing helmets at your school this year. One method to measure your goal would be to conduct a survey both before and after the helmets are distributed.
,		Step 4: Discuss the campaign with your school principal.	Support from your school is important and makes access to students much easier.

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## **Planning Worksheet**

DATE	DURATION	ACTION	NARRATIVE
		Step 5: Plan the program schedule.	Establish a time frame to conduct the program. To give your program focus, it is best to conduct your activities during a specific time period. Most schools schedule a Bicycle Safety Week during the spring or fall.
			Time your events carefully. Because a Poster Contest or Bicycle Safety Lesson will raise the level of awareness for the need for helmets, these should occur before the order forms are due. A Bicycle Rodeo, on the other hand, is a great event to conduct on Helmet Distribution Day. This gives the children the opportunity to see their friends wearing their helmets.
		2	Minimize the order time frame. One week is usually sufficient time between the time order forms are distributed and when they are due.
			Designate Helmet Distribution Day. Helmets are generally shipped three to six weeks after the orders have been received. A secure storage area will be needed to store the helmets until they are distributed to the children.

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## **Planning Worksheet**

DATE	DURATION	ACTION	NARRATIVE
		Step 6: Inform faculty and staff.	Keep them aware of the program goal, schedule, and the importance of their participation.
		Step 7: Distribute school letter and helmet brochures to parents.	If the school has a set day of the week when materials are sent home, that would be your best choiće.
		Step 8: Publicize the program.	Publicizing the program will increase your success rate by building excitement among the children and their parents, as well as eliciting support from your community.
		Step 9: Collect order forms and payment.	After the final bicycle helmet order due date has passed, gather all helmet orders and checks; tally the total number of helmets and submit the checks to your treasurer for deposit. Obtain from your treasurer a single check for the total amount and mail this check with the order form.
		Step 10: Sort the helmets for distribution.	After receiving the helmets, make sure the order was filled properly. Then sort and tag helmets by classroom and students.
		Step 11: Distribute the helmets.	Helmet Distribution Day is one of the most rewarding days of the Bicycle Helmet Program. This children will be very excited to receive their new helmets! Depending upon the size of the order, it may be necessary to recruit extra volunteers to assist with the helmet distribution.

Sources of Information: The California Bicycle Helmet Campaign Ride Safe, Inc.

A successful bicycle belmet campaign

### **Funding your Program**

Funding is an important part of a successful bicycle helmet campaign. A goal would be to make affordable bicycle helmets available. Each community can determine funding requirements. Communities can purchase quality helmets at a reduced price that are approved by The American National Standards Institute (ANSI) and Snell Memorial Foundation.

There are many ways to implement your project. Here are four methods:

- DISCOUNT COUPONS for bicycle helmets are available from retailers. Community discount coupons could be developed.
- 2. A BULK BUY PROGRAM allows the community, school or group to purchase bicycle helmets from a distributor or retailer and make the helmets available at a reduced cost.
- A SUBSIDIZED PROGRAM

   can be developed to reduce the price of the helmet, including shipping and distribution. Although organizations have taken different approaches most organizations have provided some subsidy as an incentive to purchase the helmets.

4. A BICYCLE HELMET PRO-GRAM FOR LOW-INCOME CHILDREN provides helmets at lower or no cost to children who cannot otherwise afford them. School administrators can assist the project in determining eligible children.

Two types of funding are in-kind and actual money. In-kind donations of goods and services are a possible source of funding for bicycle helmet activities, especially from bicycle safety resources and local resources in the community.

Actual money to conduct helmet campaigns is often raised from local businesses, service organizations, individuals and PTAs or PTOs. The donations are small, usually well under \$1,000.

The funding worksheet on page 15 will help determine the funding necessary for your community project. The two examples provide information on how the purchase price per helmets influences the total funding required.

# **Funding Worksheet**

Determination of the funding required. Complete funding worksheet to determine the amount of funds necessary for the community project.

EXAMPLE ONE	EXAMPLE TWO	ITEM	YOUR PROGRAM
300	300	Number of Children Served	
\$13.00	\$13.00	2. Total Price per Helmet	
\$1.00	\$1.00	3. Freight per Helmet	
\$14.00	\$14.00	4. Full Purchase Price per Helmet [item two plus item three]	
\$4,200.00	\$4,200.00	5. Total Cost of Helmets	
30	30	6. Number of Children Receiving No-Cost Helmets	ud see to the second se
270	270	7. Number of Children Purchasing Helmets [item one minus item six]	
\$10.00 (a)	\$15.00 (b)	8. Purchase Price per Helmet	
\$2,700.00	\$4,050.00	9. Total Revenue from Children's Purchasing Helmets [item seven	
\$1,500.00	\$150.00	10. Funding Required to Subsidize Helmets [item five minus item nine]	
\$50.00 (c)	\$50.00 (c)	11. Purchase of Prizes and Educational Materials	
\$1,550.00	\$200.00	12. Total Funding Required [item eleven plus item ten]	

With Example One, 90% of all children receive discounts on helmet purchases and 10% receive no-cost helmets. The \$10.00 after-discount price is used only for illustration. The actual discount percent and after-discount price will be determined by each community.

**b.** With Example Two, 90% of all children pay \$1.00 more than the cost of the helmet, an amount which substantially offsets the cost of providing helmets at no cost to 10% of the children.

**C**. See "Using Bicycle Safety Resources", page 16 for free materials.

Determine the funding need

## **Fund Raising Activities**

When you have determined the funds needed to purchase helmets for the children in the comm unity, you can begin the fund raising process.

First, obtain a financial commitment from each of the community participants. This helps the fund raising process by saying to potential donors, "We have all given money. You should, too."

Second, identify the following three categories of potential donors in the community: 1)individuals; 2)businesses; and 3)service clubs.

Since this program will be carried out in many Oregon communities, try to restrict your sphere of fund raising to the community that is being served.

Additional fund raising activities could be walk-athons, bake sales or chili feeds.

### **COMMUNITY INVOLVEMENT**

Establish subcommittees to identify donors among individuals. For example, the chairperson of the service club fund raising subcommittee would probably be the president of one of the local service clubs who could help persuade presidents of other service clubs in the community. The business community is often represented by the Chamber of Commerce.

When the lists are compiled, it is time to solicit the efforts of the entire coalition to call upon and persuade potential donors to participate.

### RECOGNITION

In order to encourage donors to participate, provide a mechanism for public recognition of the donations. This can be accomplished by:

1 A news story or an advertisement in a community newspaper could acknowledge all of the participants.

2 Community recognition through a billboard or other media announcement could be organized.

Incentives, such as t-shirts and other giveaways, could include public recognition of the donors.

Business logos and other forms of stickers could be given to children to customize their helmets.

Ultimately, the key to fund raising involves personal relationships and asking. It is a privilege to be asked.

Purchase options

### Bicycle Helmet "Bulk Buy"

The Oregon Bicycle Helmet Coalition has developed this resource list for organizations interested in conducting a "Bulk Buy" bicycle helmet program. The Coalition does not endorse any one of these programs over another.

This list represents the major helmet manufacturers. Investigate each of these options to select the program that best fits your organization's needs. Helmet styles and prices may vary from the following list.

In addition to cost, other factors to consider include: 1) available educational materials or programs; 2) references from other groups who have used the program; 3) the actual helmet involved in the promotion (ANSI and/or Snell safety certification *required*; hard, thin, micro or soft shell, available colors and sizes); 4) timeline for receiving helmets; and 5) replacement or guarantee policy. Have a helmet sample available for students to see before entering into a "bulk buy" agreement.

For additional information, contact the Bicycle Safety Program, 1 800-922-2022.

*Ride Safe, Inc.* 30W260 Butterfield Road, Unit 208 Warrenville, IL 60555

1-800-285-RIDE

Program offers several options; hardshell or thinshell helmets with or without accompanying educational and promotional materials. Shipping and handling cost are included in all options, as well as an unconditional guarantee, lifetime impact replacement policy, and product liability insurance. Thinshell helmets available in five colors, three sizes, and come with or without choice of 13 decals, \$14.95 to \$18.95. A special price for low-income students available. Hardshell helmets available without materials and decals, in three colors and three sizes, for \$12.95. Special offer: currently offering hardshell helmets from \$11.50 to \$13.95, while supplies last. Minimum order: 12 helmets.

Cycle Products c/o Shinn and Associates 2154 Commons Parkway Okemos, MI 48864 1-8

1-800-955-8870

Headwind helmets by Cycle products come in five colors: pink, black, white, green, or purple. They are available for bulk order helmet purchase: \$15.95 for 30-50; \$14.95 for 52-250 \$13.95 for 252-998.

If several groups pool their efforts and order through one address, the helmets will be offered for \$13.00 each.

Troxel Helmet Program 1333 30th Street San Diego, CA 92154

Contact: Belle Bossa

619-424-4844

Hardshell helmet offered in three colors, three sizes for \$15.59 plus \$2.50 shipping for orders less than 12. For orders of 12-50, helmet is \$13 plus \$.50 shipping. No shipping charges for orders over 50. Thinshell (light weight) helmet offered in four colors, three sizes for \$19.95 plus shipping. For orders of 50 or more, helmets are \$18.95, no shipping charge.



Purchase options

### Bicycle Helmet "Bulk Buy"

Fred Meyer Helmet Coupons Contact: Joanne Fairchild 2801 N. Gantenbein Avenue

Diane Murphy c/o Life Enterprises

Portland, OR 97227

Portland, OR 97206

Protec Helmet

5511 SW Foster Road

(503)777-4751

Discount coupons offering 25% off any regularly priced helmet in stock (in sporting goods department) at any Fred Meyer. Call in quantity of coupons desired and mailing address.

OHSU Trauma Program 3181 SW Sam Jackson Park Road Portland, OR 97201-3098

Contact: Mindy Singleton

(503)494-7201

Child and adult helmets offered at a discount to patients and staff. Public can purchase up to 10 helmets through the Trauma Program. Lifetime crash replacement guarantee. Variety of colors and sizes available.

Child's hardshell helmet with sizing pads offered at \$25. Four models of adult helmets with sizing pads offered from \$22 to \$35.

Ten-dollar-off coupons on any Protec helmet in selected cities throughout Oregon. Bulk helmet purchases also offered. All helmets sold with sizing pads. Adult helmets from \$19 to \$35; youth helmets (ages four to adult), \$18.50; and child helmets (ages 18 months to four years), \$21 to \$23. No minimum order.

Shipping paid for on orders over \$500. Variety of colors and models available. Lifetime crash replacement guarantee. Damaged helmets refurbished for nominal fee. Safety video available.

Bell Sports, Cycle Right Program 1001 Waterman Avenue East Providence, RI 02914

1(800)494-4KID

Ten-dollar-off coupons on 10 Bell helmet models in any color or size. Coupons are redeemable at an authorized Bell Sports dealer. Bulk helmet purchases also offered. All helmets sold with sizing pads. Cyclelite thinshell helmet is available in three sizes and colors for \$20 (includes shipping and handling). Minimum order: 12 helmets, which can be placed through a Bell Sports dealer. In the Beaverton and Portland areas, call The Bike Gallery at any of their locations.

### **Identify Community Resources**

rganizations and agencies in your community can MEDICAL AND REHABILITATION offer support for your local campaign. Here are some ideas:

#### **SCHOOLS**

- · Local Boards of Education
- PTAs/PTOs
- School nurses
- Student organizations, especially safety oriented groups [e.g., Oregon Student Safety on the Move (OSSOM)]
- Teachers, especially health educators; school administrators

#### **BICYCLE-RELATED ORGANIZATIONS**

- · Bicycle programs and advisory committees
- · Bicycle racing teams
- Bicycle shops
- Bulk purchase helmet distributors Helmet manufacturers Local mass merchandisers who sell bicycles (e.g., Fred Meyer, K-Mart, Sears, Toys-R-Us, Wal-Mart)

#### CIVIC ORGANIZATIONS

- Assistance Leagues
- Junior Leagues
- Kiwanis
- Lions
- Optimists
- Rotary
- Other local clubs

#### LOCAL GOVERNMENT

- · County extension services
- · County health departments
- · Elected officials
- Fire departments
- Law enforcement agencies
- Parks and recreation departments
- Traffic safety commissions

### ORGANIZATIONS AND FACILITIES

- Head Injury Foundation chapters
- Local hospitals and medical centers; community, migrant and rural clinics
- Local pediatricians, family practitioners, nurse practitioners, emergency medical technicians, nurses, physicians' assistants
- Rehabilitation facilities, organizations and programs

### SAFETY AND INJURY PREVENTION **ORGANIZATIONS**

- American Automobile Association chapters
- American Trauma Society chapters
- Think First
- Trauma Nurses Talk Tough

#### YOUTH GROUPS

- · Boy Scouts, Girl Scouts
- · Camp Fire Boys and Girls
- 4-H
- Oregon Student Safety on the Move (OSSOM)
- YMCA/YWCA programs

### **INSURANCE**

- Health insurance providers
- Life and other insurance companies

#### **OTHERS**

- Association of Retarded Citizens chapters.
- · Church groups
- · Local corporations and businesses
- · Local media, including on-air staff
- Sports teams

Using the resources

### **Bicycle Safety Resources**

These resources are available to assist in the development of your project:

### AAA Oregon

600 SW Market Street Portland, OR 97201

503-222-6747

Videos, materials for all ages, rodeos (Portland area). Teacher's guide, posters, reflective decals.

### Emanuel Hospital & Health Center

Trauma Nurses Talk Tough 2801 N Gantenbein Avenue Portland, OR 97227

503-280-4239

Statewide Program. Assemblies for K-2, 3-5, middle schools, high schools and parents. Posters, flyers, 25% discount coupons for helmet purchases at Fred Meyer and assistance on bulk buy helmet purchases. Bicycle rodeo guides; community project information.

#### **Indian Health Services**

Community Injury Prevention Program 220 SW 3rd Avenue Portland, OR 97204 503-326-2001

Videos, special project funding, consultation.

### Oregon Department of Education

255 Capitol Street, NE Salem, OR 97310-0203 503-378-3602 (Health Promotion Team)

Curriculum materials and learning activities, staff development resources, inservice training and technical assistance.

### Oregon Department of Transportation

Transportation Safety 400 State Library Building Salem, OR 97310

1-800-922-2022 503-378-3669

Referral to local programs. Smart Cycling classes, program materials, teaching aids. Trainer training, technical assistance information, clearinghouse.

### Oregon Fire Education

Association

55 SW Ash Street 503-823-3741

Portland, OR 97204-3590

Information and referral; statewide network serves as a liaison between fire and life safety services and communities.

### Oregon Head Injury Foundation

PO Box 40275 Eugene, OR 97404

Phone: 1 800-544-5243 503-689-7310

Information and referral; local support groups.

### **Oregon Health Division**

Children's Injury
Prevention Program
800 NE Oregon Street, Suite 825
Portland, OR 97232
503-731-4021

Community planning information for bicycle helmet projects; educational materials, curriculum, consultation.

### Oregon Health Sciences University

Think First, Prevention Program
Department of Neurology, L603
3181 SW Sam Jackson Park Road
Portland, OR 97201
503-494-7801

Statewide Head and Spinal Cord Injury prevention program. Assembly or classroom presentations for sixthtwelfth grade students. Posters, flyers, curriculum guides, discount coupons for helmet purchases and assistance on bulk buy helmet purchases.

### Oregon Health Sciences University

Trauma Program, UHN-66 3181 SW Sam Jackson Park Road Portland, OR 97201 503-494-8882

Helmets at cost. Bicycle safety programs for all ages. Materials available include bicycle safety coloring books, information sheets, and stickers.

### Oregon Student Safety on the Move (OSSOM)

Oregon State University
Department of Public Health Strand AG 213
Corvallis, OR 97331
503-737-2387

Peer education programs, chapter information.

### **US Consumer Products Safety Commission**

Portland Office
121 SW Salmon Street, Room 243
Portland, OR 97204 503-326-3056
(Product Safety Hotline) 1-800-638-2772

Bicycle injury statistics; bicycle helmet and safety fact sheets. Enforces federal bicycle safety standards. The State Farm Good Neigh Bear says, "Be safe, always wear your helmet!"

